

# Healthy results.

**+108%**

**increase in membership**

**Challenge:**

Create a differentiating brand positioning for Blue Shield 65+.

**Solution:**

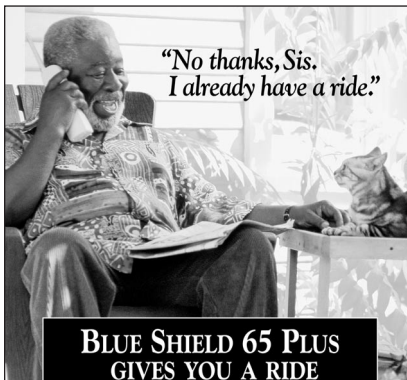
While bigger, more established competitors like Kaiser Permanente and Health Net focused on emotion and made no specific promises, we promoted meaningful “products” for seniors – like smaller deductibles, higher benefits and free rides to the doctor – by featuring them in a fully integrated campaign.

**Results:**

In just two years, membership grew from 27,500 members to 57,175, a whopping 108% increase. As importantly, the cost per lead from our TV effort was just \$80, far below the industry average of \$115. Additionally, our direct mail program had an average cost per lead of just \$21, which beat the previous control by 15%.

Advertising Promotions Direct Response

Blue Shield of California  
An Independent Member of the Blue Shield Association



**BLUE SHIELD 65 PLUS  
GIVES YOU A RIDE  
TO AND FROM YOUR  
MEDICAL APPOINTMENTS.**

At Blue Shield 65 Plus, we know how difficult it can sometimes be to get to and from your medical appointments. That's why we'll have our Blue Shield Shuttle pick you up from home when you call 24 hours in advance. This personalized service takes you right to your appointment without stopping to pick up other riders. If you're without a car or unable to drive yourself, this can be a real big help. You can choose 6 round-trips or 12 one-way trips—it's up to you!

**1-800-408-0333**

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The Shield 65 Plus is a Medicare-covered PPO-type-of-Medicare health plan available only to Medicare Part A and B Members over age 65. For a complete and up-to-date plan description, please refer to the plan's Summary of Benefits and Description of Services. Member privacy rights in our services. Blue Shield Health Plan available Jan. 1, 2008.

Print Ad

*"These prescriptions could cost me a pretty penny."*

At Blue Shield 65 Plus, we believe you shouldn't have to worry about the cost of getting your prescriptions filled.

Open to learn what this can mean for you.

1-800-380-1116

Blue Shield of California  
1-800-380-1116

Direct Mail

TV Commercial